



# Going Green with Today's Hotels and Motels

Missouri Division of Energy fact sheet

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We all know that improving your hotel or motel's energy efficiency helps protect our natural resources. But did you know that going green also can mean big financial savings for your business? Going green reduces the amount of energy consumed, which means lowering utility bills without compromising the comfort of your staff or guests. Below are some easy ways to go green:

- **Choose the CFL:** Did you know that a compact fluorescent light bulb, or CFL, lasts ten times as long as an incandescent light bulb? Hotels that switch to CFLs will replace light bulbs 10 times less often than those using other types of bulbs, meaning a significant savings in staff time. CFLs also use 75 percent less energy than other light bulbs. Lighting hallways and other areas that are lit 24 hours a day with CFL's instead of other types of bulbs can save thousands of dollars a year in energy and labor costs.
- **Look for the ENERGY STAR®:** ENERGY STAR-qualified products, on average, use 30 percent less energy than conventional models without sacrificing features, style or comfort. For example, washing machines that have earned the ENERGY STAR can use 10 to 50 percent less energy and water than a standard washer.
- **Reduce the Flow:** Low-flow showers, sinks and toilets can save your business thousands and perform as well as the old water guzzlers. A 200-room hotel can trim \$3,000 a year from its water bill by using 40-percent faucet aerators. By decreasing the shower flow by one gallon per minute, that same hotel can drop the water bill by another 10 percent.
- **Get Audited:** Energy service companies and other engineering firms can audit your facility and provide additional recommendations for energy efficiency improvements.

Also, if you're planning to remodel or retrofit your business, incorporating a few energy-efficiency measures into your plans can save up to 30 percent in energy costs. Energy-saving measures to consider include

- High-efficiency heating systems
- High-efficiency air conditioning and refrigeration systems
- Building-integrated HVAC controls
- Advanced energy-efficient lighting
- Improved insulation
- Cool roofs or reflective roofs
- High-performance windows

- Air sealing to reduce air infiltration
- High-efficiency water heating
- Energy- and water-saving laundry systems

For your hotel or motel, going green means reducing operating costs, enhancing asset values and profits and improving the economic performance of the building throughout its life cycle. It also means a more comfortable place for your employees to work and for your guests to stay. For the environment it means improved air and water quality, reduced solid waste and natural resource conservation. Because much of Missouri's tourism is tied to the recreational opportunities provided by our rivers, lakes and other natural areas, what's good for our natural resources is also good for our pocketbooks. Going green is an economic win for Missouri's hotel and motel industry and a win for Missouri's environment.

#### **Additional sources of "green lodging" information**

- f American Hotel and Lodging Association – Good Earthkeeping:  
<http://www.ei-ahla.org>
- ENERGY STAR Hospitality - Partnerships and Hospitality Benchmarking Kit:  
[http://www.energystar.gov/index.cfm?c=hospitality.bus\\_hospitality](http://www.energystar.gov/index.cfm?c=hospitality.bus_hospitality)
- Alliance to Save Energy - hotel energy efficiency: [http://ase.org/section/topic/ee\\_hotels](http://ase.org/section/topic/ee_hotels)
- Florida Green Lodging Program: <http://www.dep.state.fl.us/greenlodging/default.htm>
- Green Hotels Association: [www.greenhotels.com](http://www.greenhotels.com)
- Ceres Group – Green Hotels Initiative:  
<http://www.ceres.org/NETCOMMUNITY/Page.aspx?pid=761>